



**Building Trust with Audiences of One to One Thousand:
How to Communicate Authentically and Charismatically**

Meet Our Guest



Dr. Nick Morgan, an internationally known public speaker and communications coach, is committed to helping people find clarity in their ideas and delivering those ideas with panache. His new book on authentic communications, *Trust Me*, was published in 2009 by Jossey-Bass.

Former editor of the *Harvard Management Communication Letter* until 2003, Nick is a former fellow of the Center for Public Leadership (Harvard University).

Your Hosts

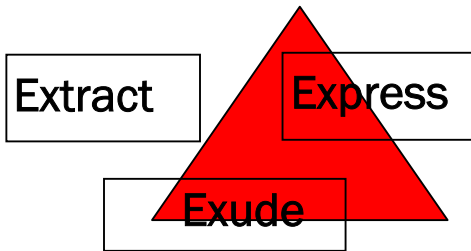


William Arruda



Susan Guarneri

Where this fits in the 1-2-3 Success! Personal Branding Process



This teleseminar applies to the **Express** and **Exude** phases of the personal branding process.

Agenda / Topics for Today's Interview

1. What is the ONE most important communications issue for business people?

2. What led you to write your book *Trust Me: Four Steps to Authenticity and Charisma*?



- 3. What are the four steps?

- 4. Why do business people need authenticity more than ever before?

- 5. Why is charisma so important to every business communication?

- 6. What are your top 3 secrets to becoming more charismatic?

- 7. What are you most passionate about in your work on communications?

- 8. Which is more important, the content or the non-verbal side of communications?

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**LINKS:**

For information about the book *Trust Me: Four Steps to Authenticity and Charisma*, including a **free chapter** to download: <http://trustmethebook.com/>

For resources and information about public speaking and communications, including reviews and video of famous speakers: <http://www.publicwords.com/>

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Reach Personal Branding: <http://www.reachpersonalbranding.com>
Personal Branding TV: <http://www.personalbranding.tv>